



Thanks for downloading me...
We're looking for a new intern.

Have a read about us, to get to know us a little more.



Before you apply for the internship, get to know us a little more to see if you believe we're a good fit for your PEP. There are lots of opportunities out there, so do plenty of research. We hope you consider us for your placement.

We're looking for an intern to join our team. So far we've had two brilliant interns from the UNSW PEP program, one is still completing their placement and the other is now our Junior Designer. We love having you around and promise to provide you an all-round experience and enjoyable welcome to the workforce.

Our business is interesting because it's split in two – Soft Launch (Branding) and Georgia Draws A House (Illustration). We all work across all parts of the business.



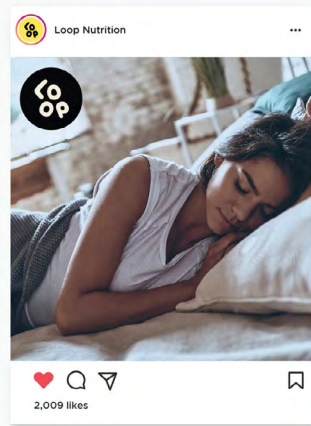
Soft Launch is a branding agency, we focus on branding, web development and social media designs for hospitality brands.

Some of our clients include: Gelatissimo, Flour & Stone, The Fresh Collective & Pepe Saya. We work with all businesses, large and small – giving our designers a range of experiences.

We've pulled together some pages of designs by our interns, to inspire you. All interns were doing a university placement and began here with only their uni work in their portfolio.

Examples of what an intern may do to assist the daily production of Soft Launch:

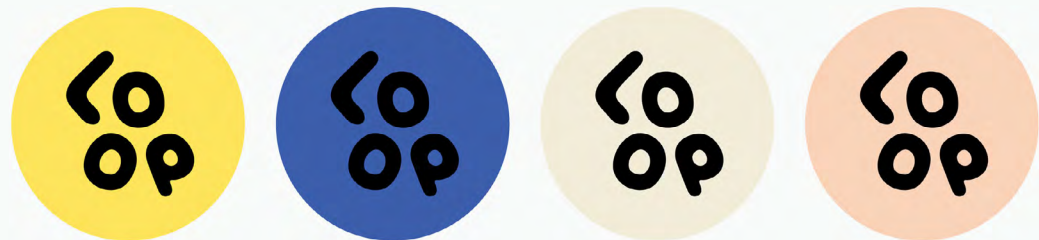
- **Create social media campaigns for annual events across bars, clubs and restaurants. E.g. Mother's Day, Anzac Day, Mardi Gras & Christmas.**
- **Create brand concepts for micro / small businesses. We like to round off each internship with one proper client project from concept to completion – to ensure the intern has a full-agency experience and of course a proud portfolio piece.**
- **Creating collateral based on existing brands / brand guidelines developed by our Creative Director or Junior Designer**



YOUR DIET DOES NOT NEED TO BE 100% PERFECT TO BE THE HEALTHIEST VERSION OF YOU.

#THATSLOOPY

Milan Regular
Creative Market





COCKTAIL CLUB

	MEMBERS ONLY	HOUSE GUESTS
	\$13	\$15

- GRASSHOPPER**
crème de menthe, white crème de cacao, fresh cream, fresh nutmeg
- PINK SQUIRREL**
tempus fugit crème de noyau, tempus fugit white crème de cacao, fresh cream, grated nutmeg
- 20TH CENTURY**
gin, lillet blanc, white crème de cacao, freshly squeezed lemon juice, lemon twist
- MILLIONAIRE**
myers rum, slow gin, apricot brandy, lime juice
- BETWEEN THE SHEETS**
cognac, triple sec, light rum, fresh lemon juice, flamed orange peel
- 57 CHEVY**
southern comfort, gin, vodka, orange juice, pineapple juice and grenadine served with a marachino cherry

LIQUOR, LOVE & LUCY

THURSDAYS @ LUCY'S

LADIES TO THE FRONT

JULY
pop it in your diary darling.

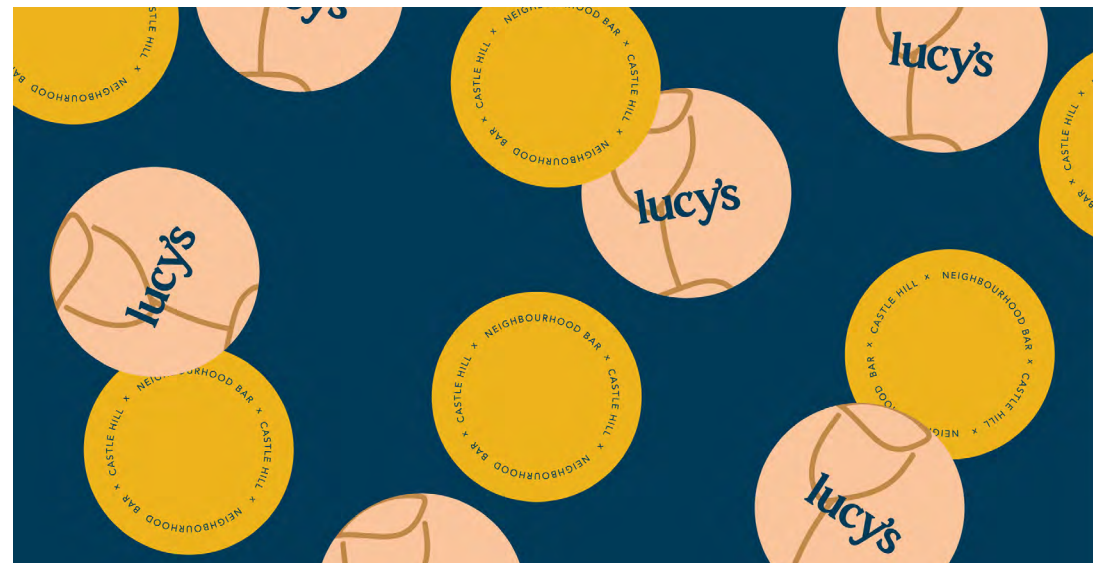
2 nd	NAILBAR
9 th	BLOW BAR
16 th	STORY CLUB
23 rd	MONEY TALKS
30 th	BLOW BAR

LADIES TO THE FRONT
\$5

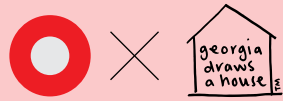
LADY AND THE PINT

\$5 BEERS

Turmeric Bold Avenir Medium
Tom Holloway Adrian Frutiger



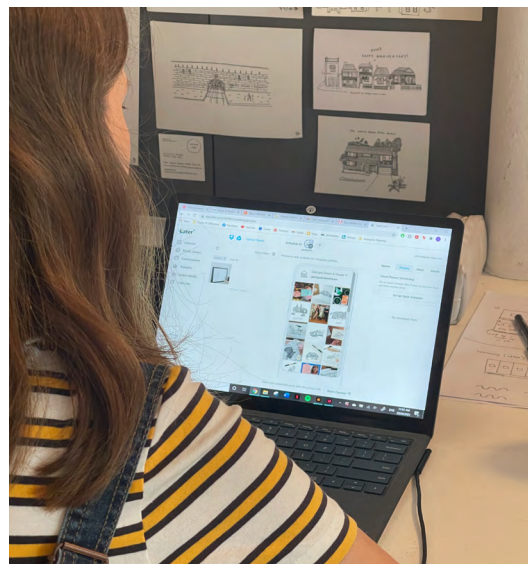




Georgia Draws A House is an illustration business, where Georgia draws houses for people all over the world. This business is a busy one, with Georgia drawing over 700 unique houses annually. This business is run on Instagram and other digital platforms like SquareSpace and MailChimp. Working on this business gives great insight in to how to run your own creative endeavour as well as an introduction to multiple digital tools.

Examples of what an intern may do to assist the daily production of Georgia Draws A House:

- Mail, orders and processing. There are 30 orders a month, these need to be packaged, sent and processed.
- Instagram, we use Later to plan our monthly
- Instagram. Our junior designer often needs a hand creating content for this, uploading and planning. Daily stories are produced of Georgia's drawing, when Georgia's hands are too full, the intern jumps in to assist.
- Design and production of Georgia Draws A House collateral, packaging, stickers, tote bags, t-shirts
- This business is very unique so we're always learning how to implement new processes. Georgia loves hearing everyone's ideas on how to improve and streamline this process.
- Assist Georgia with large mural installations around Sydney.





Thank you!
We look forward to seeing you application.

**If you have any questions email
our creative director:
georgia@softlaunch.com.au**